

ORDER



Orders
Order / Rev: 184704
Alt Order #:
Product Desc: House Majority PAC
Estimate: 1637
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/House Majority PAC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	33	\$40,475.00	\$34,403.75
10/01/12	10/01/12	1	\$12,500.00	\$10,625.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$40,475.00	\$34,403.75	0.00
October 2012	1	\$12,500.00	\$10,625.00	0.00
Totals	34	\$52,975.00	\$45,028.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KMGH	09/25/12	09/28/12	6-7A News M-F/KMGH	CA	6A-7A	- TWTF - -	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- TWTF - -		2				\$600.00		0.00			
E 2	KMGH	09/25/12	09/28/12	GMA M-F 7-9A / KMGH	CA	7A-9A	- TWTF - -	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- TWTF - -		2				\$700.00		0.00			
E 3	KMGH	09/29/12	09/29/12	ABC GMA SAT	CA	Sat GMA 6A-7A	- - - - - S	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				GMA SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- - - - - S		1				\$250.00		0.00			
E 4	KMGH	09/29/12	09/29/12	7-9a Sat Morning News	CA	7A-9A	- - - - - S	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- - - - - S		1				\$600.00		0.00			
E 5	KMGH	09/30/12	09/30/12	ABC GMA SUN	CA	Sun GMA 6A-7A	- - - - - S	:30	1	\$275.00	P1	0.00	NM	1	\$275.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- - - - - S		1				\$275.00		0.00			
E 6	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS	CA	7A-8A	- - - - - S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S		1		\$500.00		0.00				
E 7	KMGH	09/25/12	09/28/12	The View THE VIEW	CA	10A-11A -TWTF--	:30	2	\$700.00	P3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		2		\$700.00		0.00				
E 8	KMGH	09/25/12	09/28/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P -TWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		2		\$600.00		0.00				
E 9	KMGH	09/30/12	09/30/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$550.00	P1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S		1		\$550.00		0.00				
E 10	KMGH	09/25/12	09/28/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm -TWTF--	:30	4	\$550.00	P3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		4		\$550.00		0.00				
E 12	KMGH	09/25/12	09/28/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P -TWTF--	:30	2	\$650.00	P1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		2		\$650.00		0.00				
E 13	KMGH	09/25/12	09/28/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P -TWTF--	:30	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		2		\$900.00		0.00				
E 14	KMGH	09/29/12	09/29/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	1	\$550.00	P2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S-		1		\$550.00		0.00				
E 15	KMGH	09/30/12	09/30/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S		1		\$750.00		0.00				
E 16	KMGH	09/25/12	09/28/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P -TWTF--	:30	3	\$2,000.00	P2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		3		\$2,000.00		0.00				
E 17	KMGH	09/25/12	09/28/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P -TWTF--	:30	2	\$1,800.00	P2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-TWTF--		2		\$1,800.00		0.00				
E 18	KMGH	10/01/12	10/01/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$12,500.00	P2	0.00	NM	1	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	M-----		1		\$12,500.00		0.00				
E 19	KMGH	09/30/12	09/30/12	ABC Sun B ABC Sun B	CA	7P-8P -----S	:30	1	\$10,100.00	P2	0.00	NM	1	\$10,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S		1		\$10,100.00		0.00				
E 20	KMGH	09/30/12	09/30/12	ABC Sun D ABC Sun D	CA	9P-10P -----S	:30	1	\$4,200.00	P3	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S		1		\$4,200.00		0.00				
E 22	KMGH	09/25/12	10/01/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 22	KMGH	09/25/12	10/01/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWTF-S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
														1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF-S			1		\$2,000.00		0.00				
E 23	KMGH	09/25/12	10/01/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	MTWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
														2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$300.00		0.00				
													Totals	34	\$52,975.00